KNOW WHERE YOU ARE

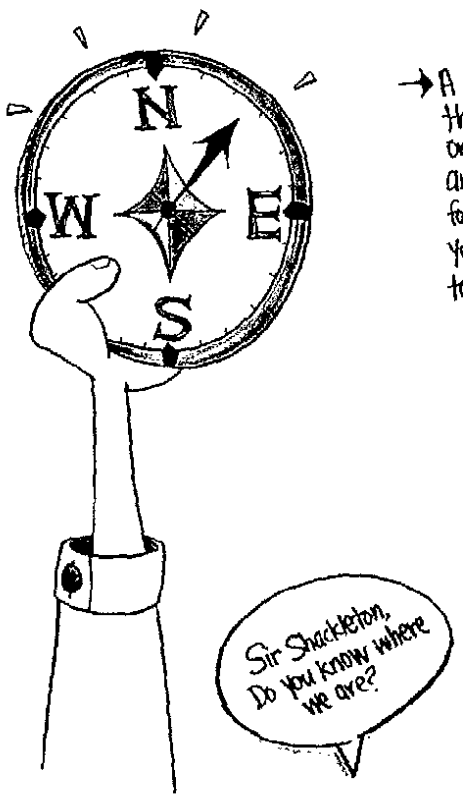
Why is it important to know where you are?

→ It represents grounding

If you don't know where you are or where you want to go, you can't allocate resources

→ It is a critical component that must be completed in order to communicate/determine an appropriate direction

→ If you know where you are, you can create a direction, allocate resources, build, re-direct and know where you are... it is a CONTINUOUS cycle.



→ How do you know where you are relative to your KEY CUSTOMERS?

→ A piece of infrastructure that works for you is one that is put in place and continues to work for you... If it well made, you will have less "Fires" to watch over.

→ How do you know where you are relative to the key constituents to success in your shop?

→ If informal methods of "knowing where you are" are valuable, then you should make a process out of it...

It should have some defined amount of regularity to be of value.

PM30011223 81

Source: https://www.industrydocuments.ucsf.edu/docs/rqhk0001